DOCUMENT RESUME

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TITLE	Elementary School Public Relations Tool Kit. Description of Teacher Inservice Education Materials.
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ABSTRACT

The inservice program and learning kit described here focuses on the development of a communications process between school personnel and a local community. The kit includes analysis, planning, communicating, and evaluating public relations programs and is designed for use by the entire school staff. This descriptive report provides information on the purposes and content of the program as well as activities and resources involved. A critique, history of development, and ordering information are also included. (DS)

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DESCRIPTION OF TEACHER IN-SERVICE EDUCATION MATERIALS

A. SUMMARY INFORMATION

U.S. DEPARTMENT OF HEALTH, EDUCATION & WELFARE
NATIONAL INSTITUTE OF EDUCATION

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Title: ELEMENTARY SCHOOL PUBLIC RELATIONS TOOL KIT

Publication Date(s): 1974

Intended Users: Elementary school principals, teachers and entire support staff interested in developing/, maintaining strong relations with the community

Grade Level(s): Elementary

Number: Group

Primary Focus: Development of a communications process with a local community is the main emphasis of the product.

School subject(s) and/or in-service topic(s) covered:

The kit includes analysis, planning, communicating and evaluating public relations (PR) programs for use in elementary schools. It is designed to begin a school's PR process and offers a tape to facilitate the PR planning and many examples used by other schools as aids in improving PR. Subtopics include new trends, budget matters, publication tips, PR guides for the principal, staff PR planning and others.

What participant does in using the materials:

The entire school staff listens to a tape/filmstrip on beginning and developing a PR process and breaks into small groups for five discussion periods during the tape.

Resources: Those materials or requirements needed to run the program include a large three-ring binder with sections such as "Publication Tips"; a cassette tape and filmstrip with script and tape guide. A large meeting room is needed, audio-visual equipment, and approximately two to four hours for discussion. Smaller groups will want to reconvene periodically for evaluation.

Describer critique: This multimedia program provides a school staff with an excellent guide for an elementary school "family" to establish an ongoing communications process with student, parents and community.

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external influences - community/school relationship --

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B. In--Depth Information

1.0 PURPOSES:

Drawing on data based on four consecutive years of Gallup polls, developers suggest that it appears community residents (parents and non-parents) are concerned and interested in their local schools, but base judgments frequently on feelings and not on specific facts. This handbook is designed to get an elementary school principal and his staff started on a communications process with the local community to answer their questions, to educate them on new trends and budget matters and to elicit their support and involvement in a school's life, problems, successes, needs, etc.

2.0 CONTENT — Scope and Sequencing of Topics:

The handbook includes the following major topics: Introduction, PR Building, Staff PR Planning, Communicating, Publication Tips, Public Relations Guides for the Principal, and PR Ideas. The notebook form is conducive to a school's adding and supplementing its own plans and ideas. Each section includes practical advice, actual samples of items used in successful school PR programs and a variety of reproduced school communications materials.

A cassette and filmstrip, "Bridging the Gap in Home-School Communication", is included. This is to be used in an elementary school staff meeting (teachers, custodians, secretaries, as well as the principal) to help put together a PR program for the school. The format allows for stopping the tape at five intervals for discussion. The tape runs for approximately twenty minutes but the workshop could well last half a day or longer.

3.0 ACTIVITIES AND RESOURCES INVOLVED IN USE OF PRODUCT

3.1 Description of main in-service activities:

The school staff listens to and discusses tape and filmstrip, then breaks up into groups to go through the four steps of PR process: analyze, plan, communicate and evaluate. Priority audiences are targetted, and workshops are designed (in-service) for communicating with target groups (staff, students, parents, non-parents in community). Specific exercises on various stages of the process are included, with many samples drawn from various schools. The material is designed as ongoing in-service, not of short time duration.

3.2 Help given in use of product:

All instructions needed to successfully complete the program are included in the three-ring binder.

4.0 EVALUATION OF TEACHER INSERVICE LEARNING

The kit recommends both informal and formal evaluation of a school's PR efforts, such as an advisory committee consisting of community members. Evaluation of initial "family" meeting is also recommended, with samples given in the kit.

5.0 ORDERING INFORMATION

5.1 Resources required/recommended:

Items include a cassette recorder, filmstrip projector, large room or auditorium. The kit is complete and self-contained. The filmstrip could be used to kick off a school's development of its own PR program, using notebook materials as needed or in sequence. The kit can be done in workshop, seminar, or group discussion format.

5.2 Distributor name/address:

National School Public Relations Association
1801 North Moore Street
Arlington, VA 22209

(202) 528-5840

5.3 Components/approximate costs:

Component	Purchase	Rental	No. Req.	Reusable
ELEMENTARY SCHOOL PR TOOL KIT, includes: cassette and filmstrip (guide and script)	$59.00	-	1 per school	Yes

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6.0 HISTORY OF DEVELOPMENT

6.1 Identification of the developer:

Ned Stubbell and Associates for the National Association of Elementary School Principals and the National School Public Relations Association developed this kit.

6.2 How developed and when:

Development took place from 1970 - 1973, with significant input from elementary school principals throughout the United States and Canada to aid schools in communicating with their communities. This publication was field - tested for three years before its printing.

There is a secondary level kit that matches this one.

6.3 Evidence of effectiveness with users:

The testing was done in regional workshop settings with elementary school principals and their staffs. It was also turned over to a committee of ten elementary principals in 1973; they reviewed the raw materials and provided input. The kit was changed on the basis of their recommendations. The material has also been tested with parents. Results were not available at the time this description was being prepared.

C. DESCRIBER CRITIQUE

Appropriateness / adaptability / technical quality:

The technical quality is very good. The material is compact, very well designed; with many and varied examples of communications techniques used successfully by other schools. The material is adaptable and is designed to start a school on the road to better communication , interaction and feedback with the community it serves.

Content accuracy/social fairness/community acceptance issues:

The content uses established PR techniques, is fair and shows no bias or ethnic slant.

Overall summary/comment:

This is an extremely helpful tool to a school staff. The tape is designed to initiate a well planned communications program for the school to develop better relations with parents, students, its community, as well as within the school itself. It offers various methods of group formats to brainstorm, develop newsletters, publications tips, parent-teacher conferences, etc. The kit draws extensively on successful techniques used by other elementary schools and includes many examples of those techniques. The kit fulfills its stated purpose of getting a PR process started in a school very well.